

► road safety 2020
a safer tomorrow starts today



Can you imagine a future where no deaths or serious injuries occur on our roads?



► it's time to plan for the future

We're asking South Australians to get on board to save lives and prevent injuries and help us plan for our next road safety strategy 2011–2020.

We need to continue improving road safety for everyone and you can help shape the direction for the future.

We recognise that people will make mistakes, and poor choices, and may have road crashes. We need to work together to ensure that those actions do not result in death or serious injury.

Road safety is a problem for everyone involved in designing and managing the road transport system, not just people involved in crashes. Some changes can be made immediately, but others may take many years to achieve. That is why we need a long term vision for a safer tomorrow that starts today.

► how can you contribute to improving road safety in your local community?

► getting involved

All South Australians share the responsibility for improving road safety - individuals, families, communities, business and government. Together, we can make our roads safer.

That's why the Road Safety Advisory Council, with the help of local councils and community road safety groups, is getting out and about to hear first hand what you have to say.

Come along to one of the public events listed on the back of this brochure and join in on the conversation to shape our vision for the road safety strategy 2011–2020.

To find out more about events and updates, road safety information and links to road safety research please visit: www.dtei.sa.gov.au/roadsafety

► let's share our aspirations

The Road Safety Advisory Council does not accept that any fatality or serious injury on our roads should be tolerated. They are not accepted as inevitable in the workplace, or in other forms of transport.

Can you imagine a future where no deaths or serious injuries occur on our roads?

Ultimately, this is what we think we should aim for. It may not be possible to achieve in the next decade, but we should begin the journey to get there.

Now is the time to share our thoughts, discuss them, debate them and shape our road safety vision.

► what's happening?

Your views will help us to understand the aspirations of South Australians for road safety.

In the next few months we'll be reviewing what we know about road crashes and consulting with road safety stakeholders to help inform us.

There are also some fantastic opportunities that we can take advantage of in the development of the next strategy.

Adelaide Thinker in Residence, Professor Fred Wegman, is an internationally recognised road safety expert and we will be using his and local research expertise to help shape the next strategy. Professor Wegman will be in Adelaide in November 2010 to discuss his ideas for road safety in South Australia.

A national road safety strategy is also under development that will provide a national perspective on road safety in Australia.

All of this will help the Council to recommend to government a vision and priorities for a new road safety strategy in South Australia.

▶ a vision defines the overall aim and core values that individuals and communities would like to uphold.

▶ what is known about road safety?

A lot is known about road safety in South Australia, Australia and throughout the world.

Research used in developing national road safety targets indicates that several actions stand out for their ability to cost effectively improve road safety:

- investing in road infrastructure
- setting appropriate speed limits and enforcing them
- strengthening the graduated licensing scheme
- emphasising the introduction of vehicle safety technology.

Based on sound evidence and community values, we need to think about the right mix of interventions for South Australia.

▶ a safe system

There are many things that can contribute to a crash, and how severe the injury is. These include:

- what the road users are doing at the time
- the safety of the vehicle
- road and traffic conditions
- and travelling speed.

By looking at all the factors involved in a road crash, rather than just focussing on individual causes, we are likely to have greater success in reducing death and injury on our roads.

▶ what can improving the road do?

Research from Australia and around the world shows that investing in roads and roadsides can reduce the number of fatalities and serious injuries. This is expensive, however, and takes a long time to achieve results.

Investment in improving South Australian roads over the past decade has made a difference and more can be done. Making the road a safer environment in case things go wrong should be a priority, especially in relation to vehicles running off the road in rural areas, and vehicles colliding at intersections in built up areas.

For example, sealing the edge of major rural roads has the potential to reduce crashes by more than 40%. The installation of centreline crash barriers has found serious crash reductions of up to 75% on treated roads.

▶ how does speed really relate to safer roads?

Compliance with the speed limit is important because we know that even small reductions in travelling speeds can result in large reductions in death and injuries. It is also

important that speed limits match the qualities of the road, and reduce the severity of injury should a crash occur.

For example, the introduction of the 50km/h default speed limit in 2003 reduced the number of casualty crashes on those 50km/h roads by 23%. Substantial improvements are also possible through enforcement.

Speed initiatives provide immediate results but should be supported by information and education to explain the reasons for change.

▶ does behaviour on the road make a difference?

Injuries and deaths often occur because people make poor choices in relation to drink driving, speeding or not wearing seatbelts. Still, all of us are prone to making mistakes on the road whether it's being momentarily distracted in the car, taking our eyes off the road or misjudging a gap in the traffic. A simple error is often the reason for crashes that happen on our roads.

More can be achieved by improving road user behaviour through legislation, enforcement and education. For example, research in Australia and overseas indicates that improving graduated licensing schemes are crucial in improving the safety of young people. Emerging technologies, such as alcohol interlocks, will also be increasingly important.

▶ will new vehicle safety features make a difference?

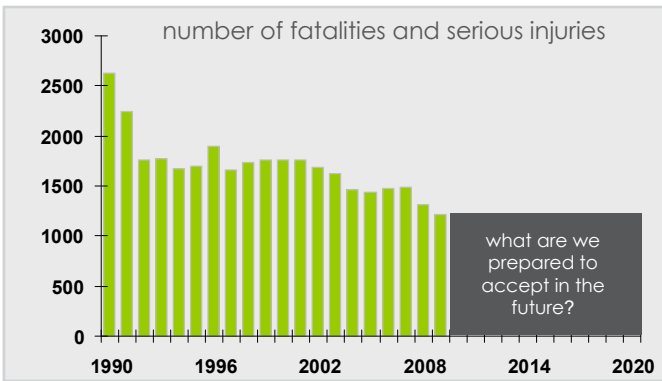
Vehicle safety features protect people in case of unexpected events and provide significant benefits for road safety in the long term. Features like electronic stability control (ESC) can help avoid crashes by making it easier to regain control of your vehicle if you run off the road. Other vehicle safety features such as airbags reduce the severity of injury if a crash does occur.

We know that if everyone bought the safest car in its class, serious road trauma could be reduced by 26%. ESC can prevent about one third of fatal crashes where a vehicle rolls over or loses control on the road. Even if we started today, it will be a long time before these technologies are in most vehicles, so it is important that we plan for the future and support their introduction.



▶ food for thought

The number of deaths and serious injuries is likely to decrease slowly over time. But is this enough? What are you prepared to accept in the future?



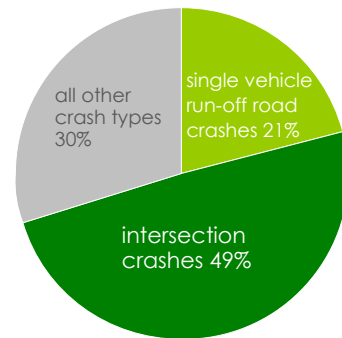
▶ where do crashes occur?

Around half of all fatal and serious injury crashes occur in the Adelaide metropolitan area, and half in rural South Australia. However, approximately 60% of fatal crashes occur in rural areas. Rural crashes are more likely to result in a fatality because of higher travel speeds.

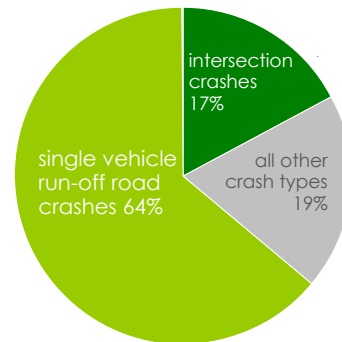
Crashes in the metropolitan area occur mainly at intersections. In rural areas the majority of crashes occur when single vehicles run off the road. These also include vehicles rolling over or hitting trees or poles.

The charts below identify the most common crash types that result in fatalities or serious injuries in South Australia. By focusing on particular crash types we can be more effective in preventing death and serious injuries.

▶ metropolitan fatal and serious injury crashes



▶ rural fatal and serious injury crashes



35% of drivers killed have a BAC above 0.05



14% of fatalities involve drivers that are tired



35% of people killed are not wearing a seatbelt

We need to continue to address the causes of crashes, but even if everyone on the road today was alert and compliant, there would still be deaths and serious injuries. This is because, as humans, we are all prone to making mistakes. What can we do to keep everyone safe?

A third of fatalities involve driver inattention



Speeding directly contributes up to 40% of fatalities



23% of drivers and riders killed are drug driving





► what's in it for me?

All South Australians can benefit from a fresh approach to road safety whether you are a pedestrian, cyclist, motorist, motorcyclist, public transport user or transport professional, or if you live in metropolitan, regional or remote areas.

While our primary concern is to reduce deaths and injuries, improvements in road safety can improve lifestyle and wellbeing. An integrated approach to safety has the potential to contribute to more active lifestyles, greater use of public transport, reduced energy consumption, emissions and noise levels.





▶ register and get involved

Come along to one of the public events listed below and join in on the conversation. You can register to attend or provide your thoughts online at www.dtei.sa.gov.au/roadsafety/forums or phone **1300 557 316**.

date	venue	region	time
Tuesday 7 September	Auditorium Gallery, West Torrens Council, Hilton	Metropolitan	6:30pm
Wednesday 8 September	Civic Centre, Ramsay Place, Noarlunga Centre, Noarlunga	Metropolitan	7pm
Wednesday 8 September	John Harvey Gallery, Salisbury Council, Salisbury	Metropolitan	7pm
Wednesday 8 September	Unley Citizen Centre, Main Hall, 18 Arthur Street, Unley	Metropolitan	7pm
Thursday 9 September	Len Mahoney Room, Berri Town Hall, Berri	Murray & Mallee	7pm
Thursday 9 September	Christian Gospel Centre, (Opposite High School), Victor Harbor	Fleurieu & Kangaroo Island	7pm
Thursday 9 September	Ozone Hotel, Kingscote, Kangaroo Island	Fleurieu & Kangaroo Island	6:30pm
Monday 13 September	Tenison Woods College, Flexible Learning Centre, Mount Gambier	Limestone Coast	7pm
Tuesday 14 September	Supper Room, Tintinara Hall, Tintinara	Murray & Mallee	7pm
Tuesday 14 September	Ceduna Sailing Club, Ceduna	Eyre & Western	7pm
Wednesday 15 September	Local Government Centre, Committee Room, Murray Bridge	Adelaide Hills	7pm
Thursday 16 September	Level 1, City of Port Lincoln Council Chamber, Port Lincoln	Eyre & Western	7pm
Thursday 16 September	Bukatila Gym, St Michaels Lutheran School, Hahndorf	Adelaide Hills	7pm
Monday 20 September	Coober Pedy Council Chamber	Far North	7pm
Tuesday 21 September	Minlaton Council Chamber	Yorke & Mid North	7pm
Wednesday 22 September	Clare Sports Club, Valley Lifestyle Centre, Clare	Yorke & Mid North	7pm
Thursday 23 September	Angaston Town Hall, Annexe, Angaston	Barossa	7pm
Monday 27 September	Cooinda Club, McAuliffe Conference Room, Port Augusta	Far North	7pm

▶ road safety advisory council

An initiative of the Road Safety Advisory Council which is responsible for recommending road safety solutions to the Minister for Road Safety and the Government of South Australia, and includes members of the following organisations:



Government of South Australia representatives include the Department for Transport, Energy and Infrastructure, Department of Education and Children's Services and SA Health.